



**Missouri Travel Barometer
September 2016 Report
(Data available as of 10/12/16)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

September Report Highlights

Lodging Statistics: 2016 Calendar Year to Date through August

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy, Demand and RevPAR while other states are showing stronger growth in ADR.

Missouri Lodging:

Demand up 2.7% -- Occupancy up 3.0% -- ADR up 2.8% -- RevPAR up 5.8%

SIC Tourism business sales and tax collections: 2016 Calendar Year to Date through July

- For FY16, a 4.8% (\$598.1 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-June
- For CYTD16, a 3.7% (\$272.9 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-July
- July 2016 saw a 1.5 % (\$18.0 million) sales revenue increase compared to July 2015

Website Visits: 2016 Calendar Year to Date through September

- Total web visits (main site and mobile visits) were up 5.8% for September 2016 compared to September 2015
- Total web visits (main site and mobile visits) were up 0.9% for January-September 2016 compared to last year

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2016 Calendar Year to Date through September

- 138,228 responses for 2016 YTD – a decrease of 10.6%
- Base markets currently show the strongest growth – up 5.9% for Jan-Sept 2016 compared to the same period in 2015
- The states with the strongest YTD % growth in responses are Oklahoma 30%, Texas 13%, Arkansas 6%, and Ohio 5%
- There has been a drop of 21.6% in responses from markets where we do *not* advertise

Welcome Center visits: 2016 Calendar Year to date through September

- For CYTD 2016 the centers are up 10.2% for January-September 2016 compared to the same period in 2015
- For the month of September alone, the centers were up 10.1% compared to September 2015

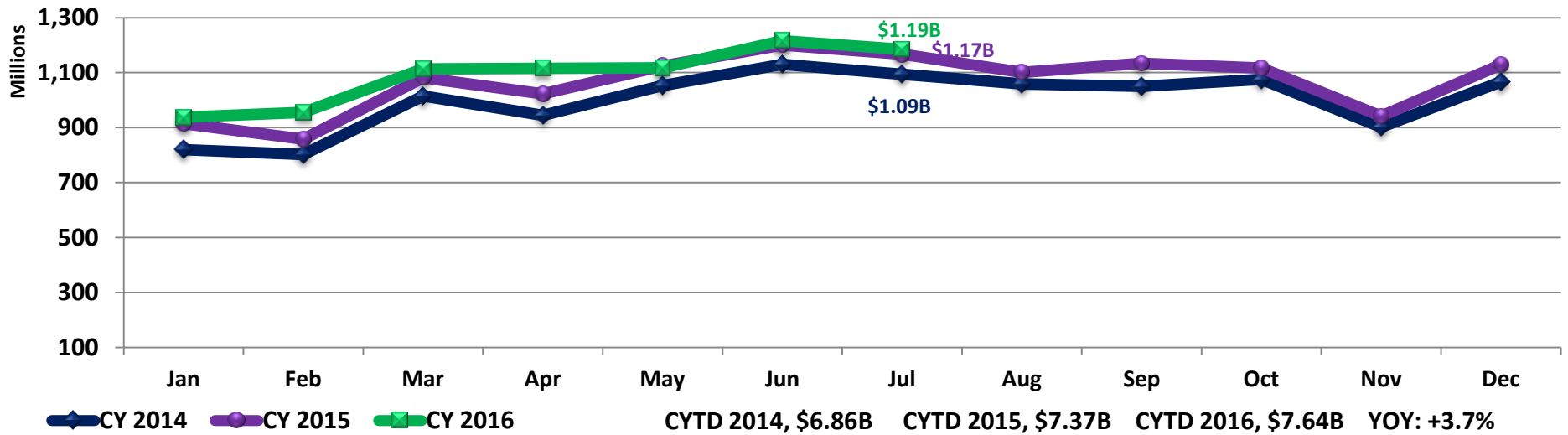
Commercial airport deplanements: 2016 Calendar Year to Date

- St. Louis up 9.0% for January-August 2016 compared to the same period in 2015
- Kansas City up 5.4% for January-August 2016 compared to the same period in 2015
- All airports up 7.7% for January-June 2016 over Jan-June 2015

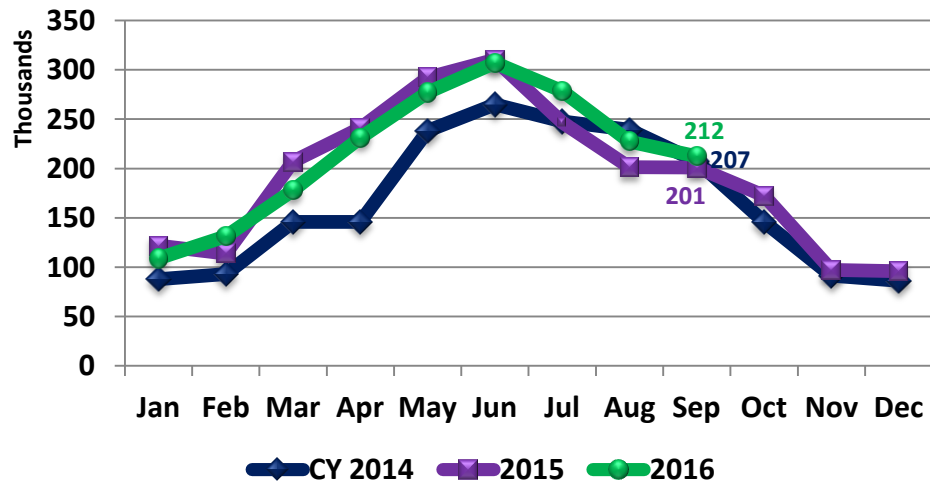
Brand USA Partners on VisitTheUSA.com: Website Activity 2016 Calendar Year to Date through September

- Missouri's homepage on VisitTheUSA.com had 11,384 visits from January-Sept 2016 (3,077 during September)
- Top five countries viewing Missouri's page during September were Japan, Brazil, India, France, and Canada
- Trip Ideas links received 708 clicks during January-September 2016 (251 during September)
- City Partner links received 376 clicks during January-September 2016 (57 during September)

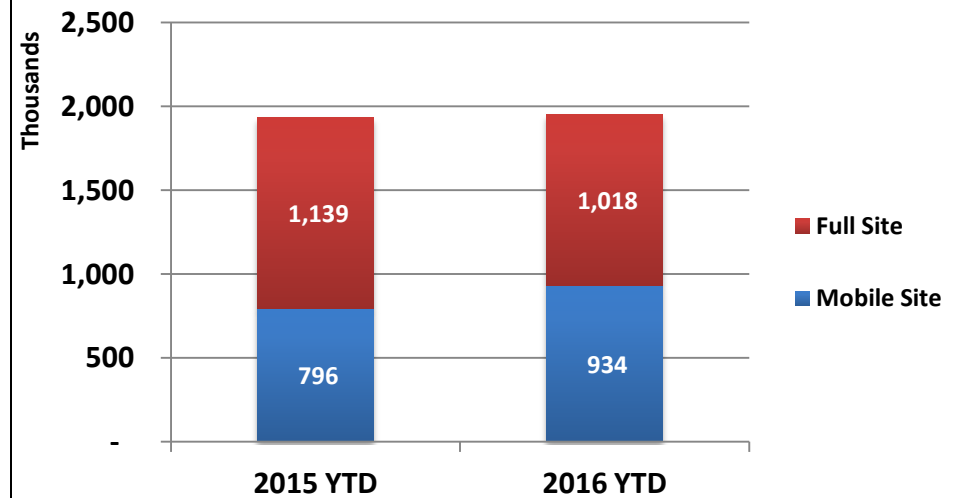
Sales Revenue from 17 Tourism SICs



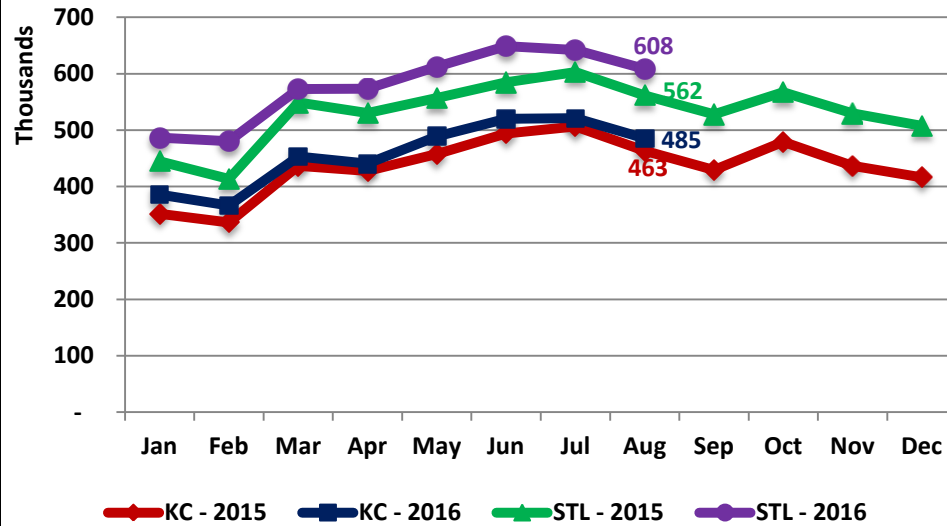
Visits to VisitMO (Full & Mobile Sites) by Month



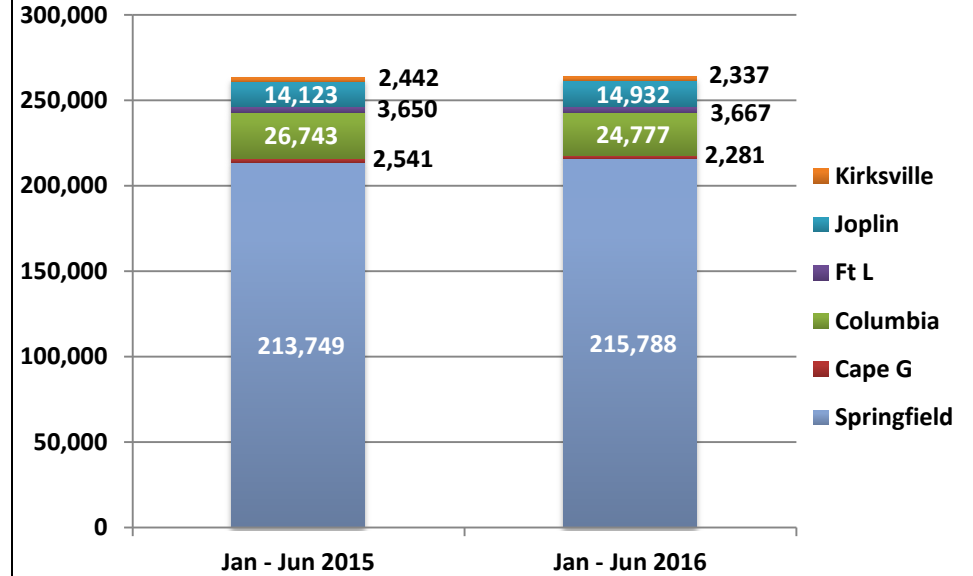
YTD Visits to VisitMO by Site



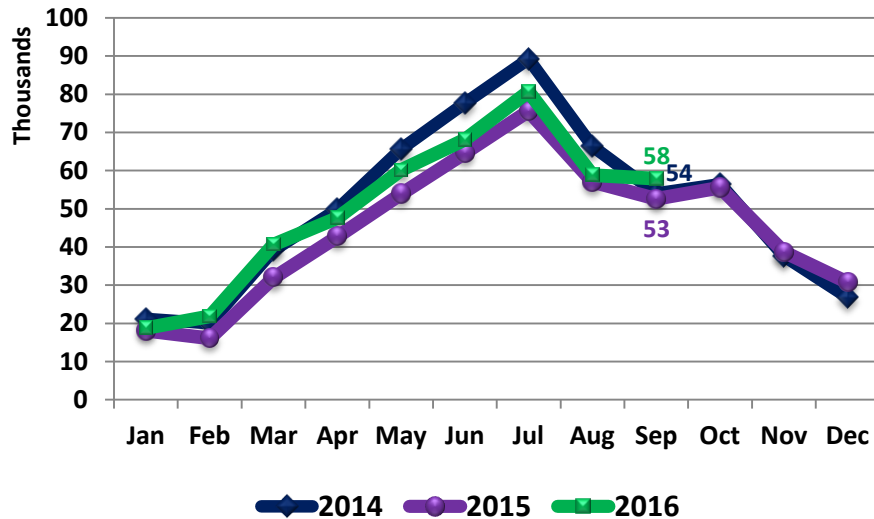
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

